



WOTV – Grand Rapids, MI

Issues Report

Third Quarter 2009

Description of programming providing the most significant
treatment of community issues

WOTV 4 Quarterly Issues Report

July – September 2009

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	6:00 - 7:00 A.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 11:00 (July 1 – September 20)	Monday – Friday	11:00 - 11:35 P.M.
• 24 Hour News 8 11:00 (July 1 – September 20)	Saturday and Sunday	11:00 - 11:30 P.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 A.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

• ABC World News with Charles Gibson	Monday – Friday	6:30 - 7:00 P.M.
• World News	Saturday – Sunday	6:3- 7:00 P.M.

This is an ABC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

• Good Morning America	Monday – Friday	7:00 - 9:00 A.M.
• Good Morning America	Saturday	8:00 - 9:00 A.M.
• Good Morning America	Sunday	8:00 - 9:00 A.M.

This ABC produced news program features news, interviews, weather and

information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- 20/20 Friday 10:00 - 11:00 P.M.

This ABC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: 24 Hour News 8 at 6:00 pm
Date Aired: July 23, 2009
Length: :36
Summary: Back-2-School Lakeshore Backpacks for Kids, was an event along the Lakeshore that focused on families. Besides giving away backpacks, some of the resources offered were \$2 haircuts, health screenings, vision, hearing, lead, diabetes and scoliosis screenings.

2. Program: Maranda Where You Live
Date Aired: August 1, 2009
Length: 1:52
Summary: We focused on summer learning loss and ways to prevent this over the months kids are out of school. We interviewed a local librarian who gave tips on reading, math games and ways to keep your kids engaged in education over the summer.

3. Program: 24 Hour News 8 at 11:00 pm
Date Aired: August 12, 2009
Length: 1:30
Summary: GVSU will give students credit for state scholarships now, betting that the state will keep them in place. Back at Western, the financial aid director says he understands the states dire fiscal condition -- but he sees a bit of irony in the uncertain future of something called the Michigan Promise.

4. Program: Maranda Where You Live
Date Aired: August 15 , 2009
Length: 2:00
Summary: Timberland Charter Academy in Muskegon offered viewers their best advice for getting kids ready to head back to school in the fall including tips from the principal and teachers.

5. Program: 24 Hour News 8 at 11:00 pm
Date Aired: August 24, 2009
Length: 2:15
Summary: Last year Lowell's Pink Arrow Project exceeded expectations. The Lowell High School football program and coach Noel Dean raising 93 thousand dollars from the sale of pink T's. The money was used to help local cancer patients with expenses, scholarships for Lowell students and continuing cancer education.

6. Program: Public Service Announcement Campaign
Date Aired: September 3rd through October 31st 2009
Length: :30 and :60
Summary: Series of spots focusing on economic issues with advice from professionals giving their top three tips on various subjects such as, how to go about searching for a new job or career, how to network, how to budget, and how to stay positive in a down economy.

7. Program: Maranda Where You Live
Date Aired: September 19, 2009
Length: 2:30
Summary: "Capturing Kids Hearts" is a unique program to West Michigan. The program uses a set of rules and principles to help children's learning behavior. Educators and students provided their feedback on the program.

8. Program: 24 Hour News 8 at 6:00 pm
Date Aired: September 29, 2009
Length: 1:15
Summary: Parents and administrators are holding signs, encouraging students to get to school tomorrow for count day. Count day determines the amount of dollars from the state; legislators are talking about per-pupil cuts of more than 200 dollars per student. Administrators say count day could make a big difference for their bottom line this year. Parents who were braving the chilly weather today say education is crucial every day.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: Maranda Where You Live
Date Aired: Saturday, July 18, 2009
Length: 3:00
Summary: This segment focused on staying healthy at the beach. Elements included exercises to do with your kids and games that will get the whole family moving.

2. Program: 24 Hour News 8 at 11:00 pm
Date Aired: August 22, 2009
Length: :18
Summary: The World Health Organization says swine flu may eventually affect a third of the world's population, two billion people. WHO Chief, Dr. Margaret Chan says the epidemic is going to strengthen in the northern hemisphere as the seasonal flu season approaches and it may sicken and kill more people. Swine Flu was declared a pandemic on June 11th.

3. Program: 24 Hour News 8 at 11:00 pm
Date Aired: August 31, 2009
Length: 1:35
Summary: A packed and passionate house in Holland with more than 700 turning out to talk health care with Congressman Pete Hoekstra. But for the most part the conversation was civil and issues were discussed. Hoekstra favored a go slow approach to health care reform. Splitting up issues like pre-existing conditions, malpractice tort reform and the uninsured into separate bills that can be handled over time.

4. Program: Public Service Announcement Campaign
Date Aired: September 3rd through October 31st 2009
Length: :30 and :60
Summary: Experts gave their top three tips on various subjects such as, how to seek health care during a time of layoffs and downsizing, how to go about searching for a new job or career, how to network, how to budget, and how to stay positive in a down economy.

5. Program: 24 Hour News 8 at 6:00 pm
Date Aired: September 6, 2009
Length: 1:47
Summary: For months now, politicians and health experts have been reminding us that the best way to prevent swine flu is by washing your hands. Greg Cergol's found a doctor who's found a catchier way to deliver the message. He's a railroad doctor by day, but rap is what John Clarke likes to play. He writes is own music so you won't get too sick.

6. Program: Maranda Where You Live
Date Aired: Saturday, September 19, 2009
Length: 2:30
Summary: Moms are trying to be active now that kids are back into school. A local aquatics center offered suggestions and programs that will help get moms into a fall fitness routine and stay active.

Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need.

1. Program: Maranda Where You Live
Date Aired: Saturday, July 4, 2009
Length: 2:00
Summary: Volunteerism is an important part of the success of the Maranda Park Parties. Community members from Ionia, who participated in the Park Party were interviewed. Interviewees included people such as the Mayor, City Manager and the local Kiwanis Club.

2. Program: 24 Hour News 8 at 6:00 pm
Date Aired: July 20, 2009
Length: :55
Summary: This afternoon organizers of the art contest announced 200 artists have found venues for their art. Those venues are scattered around downtown Grand Rapids. Artprize runs from September 23rd to October 10th and offers hundreds of thousands of dollars worth of prizes. It is looking for volunteers to take visitors from venue to venue. They are also looking for people willing to let an artist stay at their house for a day or more.

3. Program: 24 Hour News 8 at 11:00 pm
Date Aired: July 23, 2009
Length: :50
Summary: Police gave a long time volunteer at the Field Office a special honor. Trina Middleton has done everything from acting as coordinator at the office, to setting up and cleaning up after dedication ceremonies. She was given the Chief's Citation for her efforts, at yesterday's field office opening. Middleton said the office has brought the community together.

4. Program: 24 Hour News 8 at 11:00 pm
Date Aired: August 2, 2009
Length: :48
Summary: The Kalamazoo Valley Habitat for Humanity volunteers renovated this home on Farrell Avenue. It had been donated to Habitat by a man who'd moved to an assisted living community. We talked to the executive director of about what today's dedication means for the community. Students from five different school districts in Kalamazoo County helped renovate the home. Its energy star rated meaning it's extremely energy efficient.
5. Program: Maranda Where You Live
Date Aired: Saturday, August 15, 2009
Length: 1:30
Summary: Amway Corporation was featured as over 150 Amway employees volunteered their time to build a new playground at Congress Elementary.
6. Program: Public Service Announcement
Date Aired: September 1, 2009 - September 30, 2009
Length: :30
Summary: Mentor Michigan encouraging adults and teens to volunteer as a mentor for Michigan youth in their community.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: Public Service Announcement Campaign
Date Aired: July 10th thru August 31st 2009
Length: :30
Summary: Campaign encouraging safe behavior in and around water during the summer months. Children should always wear life jackets when they are in and around water, when playing on the beach there should be a designated person to supervisor kids.

2. Program: Maranda Where You Live
Date Aired: Saturday, July 11, 2009
Length: 2:30
Summary: Summer safety is important to all families during the summer season. The Kent County Health Department shared things that families need to remember during the summer months including wearing sunscreen and protecting themselves from West Nile Virus.

3. Program: Maranda Where You Live
Date Aired: Saturday, July 18, 2009
Length: 3:00
Summary: Food safety is important for your family. This segment focused on things to remember when preparing food for a picnic or trip to the beach. Don't forget proper food storage too.

4. Program: 24 Hour News 8 at 6:00 pm
Date Aired: July 29, 2009
Length: :31
Summary: Some good news for area beaches. A new report by the Natural Resources Defense Council looks at beach pollution. Of the 200 vacation beaches tested, two were in west Michigan. North Beach Park near Grand Haven was only criticized for not testing water quality every week, something that is not required, but this group thinks should be happening. Pere Marquette Park in Muskegon received good marks, but was criticized for the same testing issue, and for water quality in past years, when more

than 5 percent of tests came back with elevated bacteria levels.

5. Program: 24 Hour News 8 at 6:00 pm
Date Aired: July 30, 2009
Length: :21
Summary: Grand Rapids community leaders launching a new program to curtail violence on city streets. They created a 3-on-3 basketball tournament aimed at helping youth stay out of trouble; choose non-violent resolutions to problems, and healthier life styles. Dennis Bell, a former N-B-A player for the New York Knicks, is sponsoring the activities through his non-profit organization.

6. Program: 24 Hour News 8 at 11:00 pm
Date Aired: August 31, 2009
Length: :30
Summary: A change of course on Portage that will prevent a long walk for some young students. Last week a group of parents complained their children would have to walk more than a mile down busy streets to get to school. Today we learned the district has decided to bus children who live west of 12th Street for this year. It had already put crossing guards and slower speed limits in place to help the walkers.

7. Program: 24 Hour News 8 at 6pm
Date Aired: September 11, 2009
Length: :26
Summary: Beating the swine flu won't take as many pokes as originally thought. American and Australian researchers say the new swine flu vaccine is strong enough to protect adults with just one shot. The shot takes effect in less than 10 days. Researchers first thought it would take as many as three shots to prevent the H1N1 virus from spreading. The plan is for people to get the regular winter flu shot, then one swine flu shot. Both should be available next month.